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A32717 PCT USA (065855.0124)



## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : Yilian Yuan

Serial No. : 09/830,790 Examiner: To Be Assigned

Filed : July 13, 2001 Group Art Unit: 2161

For : PROMOTIONAL IMPACT ASSESSMENT METHODOLOGY

INFORMATION  
DISCLOSURE  
STATEMENTRECEIVED  
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Paul A. Ragusa  
Attorney Name

[Signature]  
Signature

38,587  
PTO Registration No.

August 20, 2001  
Date of Signature

Commissioner for Patents  
Washington, D.C. 20231

Sir:

Pursuant to 36 C.F.R. §§ 1.56, 1.97 and 1.98, Applicants, by their  
attorneys, hereby bring the following documents to the attention of the Examiner in  
connection with the examination of the above-captioned patent application:

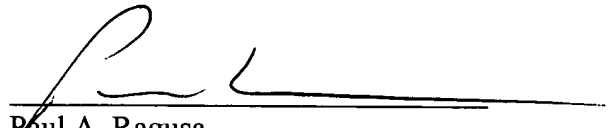
1. Jenkins et al., "Time Series Analysis: Forecasting and Control",  
San Francisco, Holden-Day, Inc. 1976);
2. W.H. Greene, "Econometric Analysis", Prentice-Hall, Inc., 1997;

3. Helmer et al., "An Explosion of the Box-Jenkins Transfer Function Analysis With an Application to the Advertising-Sales Relationship", Journal of Marketing Research, 227-239 (1977); and
4. Basara et al., "The Impact of a Direct-to-Consumer Prescription Medication Advertising Campaign on New Prescription Volume", Drug Information Journal, Vol. 30, 715-729 (1996).

Copies of the Jenkins et al. and W.H. Greene books are not readily available, however, copies of the remaining two above-identified documents are enclosed, together with a Form PTO-1449 listing these documents.

The Commissioner is hereby authorized to charge payment of any additional fees associated with this communication or credit any overpayment to Deposit Account No. 02-4377.

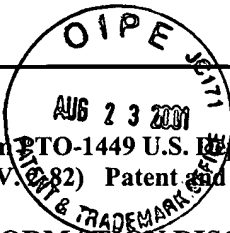
Respectfully submitted,



Paul A. Ragusa  
Patent Office Reg. No. 38,587

Attorneys for Applicant  
(212) 408-2588

Enclosures

 <p>Form PTO-1449 U.S. Department of Commerce (REV. 8-82) Patent and Trademark Office</p> <p><b>INFORMATION DISCLOSURE STATEMENT BY APPLICANT</b></p> <p>(Use several sheets if necessary)</p>	Atty. Docket No. (A32717 PCT USA) 065855.0124	Serial No. 09/830,790
	Applicant Y. Yuan	
	Filing Date July 13, 2001	Group 2161
	<p style="text-align: right;"><b>RECEIVED</b> AUG 27 2001 Technology Center 2100</p>	

**U.S. PATENT DOCUMENTS**

*Exam. Init.	Document No.	Date	Name	Class	Subclass	Filing Date if Appro.

**FOREIGN PATENT DOCUMENTS**

Document No.	Date	Country	Class	Subclass	Translation Yes No

**OTHER DOCUMENTS (including Author, Title, Date, Pertinent Pages, Etc.)**

	Jenkins et al., "Time Series Analysis: Forecasting and Control", San Francisco, Holden-Day, Inc. (1976).
	W.H. Greene, "Econometric Analysis", Prentice-Hall, Inc., 1997.
	Helmer et al., "An Explosion of the Box-Jenkins Transfer Function Analysis With an Application to the Advertising-Sales Relationship", Journal of Marketing Research, 227-239 (1977).
	Basara et al., "The Impact of a Direct-to-Consumer Prescription Medication Advertising Campaign on New Prescription Volume", Drug Information Journal, Vol. 30, 715-729 (1996).

NY02:343009.1 Examiner

Date Considered

\* Examiner: Initial citation considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.